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He concludes by noting that landscaping work has improved in the past few weeks, and summer was off 50 percent from the normal pace.

Oregon: Business Down

Fall business at Reed & Cross Inc., Eugene, Ore., is down, primarily because of one large year-end contract the firm had last year, reports Reed Vollstedt. He continues:

"We have, however, had considerable interest in our landscape department with many smaller jobs to complete.

"In August, we changed our landscape design system from a free plan to charging a fee. Our minimum fee is now \$75, which includes up to three hours of design time plus consultations, measuring, etc. To date (November 13) we have only had one interested party not proceed on a fee basis.

"We feel we can now do a better design service for the customer and still be paid properly for our time. We have had design fees of up to \$250. We will still offer a customer a free no-scale sketch from his photos."

Kentucky: Fine Fall

"Considering the general conditions of the economy, we feel we have had a fine fall season," writes Louis Hillenmeyer Jr., Hillenmeyer Nurseries, Lexington, Ky. He also notes:

"Our landscape business through October is down about 14 percent. This actual percentage is a bit misleading because we are working on one sizable job of which half was executed in October, yet none of this has been posted as yet. When we complete our November business, this difference should reflect a better picture.

"While fall business is never so large as spring, we have been kept busy and enjoyed exceptional weather. With the general reduction in new building, we feel most fortunate to have experienced such a satisfactory season."



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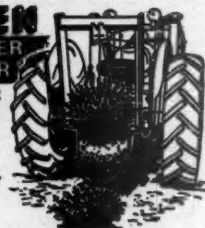
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